



A7

Audi A7 Sportback

Audi
Vorsprung durch Technik 

Nothing is more convincing than a clear line.

One thrilling vehicle combining the purist charm of a saloon,
the distinct versatility of an Avant and the passionate dynamism
of a coupé. Top sporting performance. Innovative technology.
Impressive efficiency. The new Audi A7 Sportback. A unique car.





Nothing is more inspiring than the view ahead.

Pure form, clear lines.

Every millimetre of the new Audi A7 Sportback is set to impress.

The characteristic dynamic line stretches across the whole length of the vehicle.
Harmoniously in tune with wide side sills. Sporty and taut. The perfect balance
of purist lightness and flowing lines. A statement of dynamism and elegance.

A7

Audi A7 Sportback

Sportiness, progressively interpreted. By a design that stirs emotions. From heightened anticipation to genuine enthusiasm. Enhanced through extraordinary details.

An initial impression of elegance and sophistication, emphasised by the Audi Singleframe with horizontal chrome struts. Wide. Flat. Giving the headlights a look of tension and power. An appearance that emanates strength.

Radiating confidence all the way back to the muscular rear with diffuser in a contrasting colour. Sporty, elegant tailpipes with a trapezoidal design and a striking spoiler edge.





Nothing is more fulfilling than the feeling that you have done everything right.

The new Audi A7 Sportback is an impressively innovative vehicle concept. Its coupé-like design demonstrates surprisingly practical suitability. Take the wide opening tailgate and space for up to 1,390 litres of luggage, for example. Emotion meets functionality. A vehicle for everyday use – and for very special moments.



Attractive aluminium wheels create individual highlights.



Streamlined LED rear lights confidently emphasise the vehicle width.
Dynamic indicators included as standard.



With 18 individual diodes, the LED daytime running lights in the headlights ensure powerful illumination. Available as an option: Audi Matrix LED headlights for optimum illumination of the road.

Striking exterior mirrors are stylishly integrated into the dynamic overall appearance.



Nothing is more relaxing than
a moment of peace.

Take a seat, breathe in and enjoy. The interior ambience rounds off the exterior elegance and is further accentuated by exclusive inlays. In high-quality wood if so desired.

Not just a passenger compartment, but also an intelligent interior concept. It embraces both driver and front passenger, giving them a sense of security. The centre console is angled towards the driver. Everything in view and under control. With the aid of aluminium-look buttons, among other things. Now available with the new generation of infotainment, for example MMI navigation plus with MMI touch. Thanks to MMI touch, they can be operated intuitively using just one finger.





Sit back and relax on comfortable seats. Feel their excellent support and high-quality materials. Customised contour seats in leather with memory function are available for the driver and front passenger – these can be adjusted from sporty to comfortable and the settings saved and called up again any time with the memory function.

Plenty of room for personal development. Supported by the folding centre armrest and plenty of storage compartments in the frameless doors. The rear seat bench can be easily split and folded forwards, for more comfort or even more luggage space. The rear seat bench fully folded down produces a luggage capacity of up to 1,390 litres. This can be used conveniently thanks to the standard electric tailgate which is large and opens wide.





Nothing is stronger than
your own drive.

Delivering an efficient yet powerful performance. The TFSI engine
for the new Audi A7 Sportback.

With quattro permanent all-wheel drive. Channelling power to
where it is needed. To the road. Combining poise with powerful
forward momentum. To ensure you stick to your course even with
a very sporty driving style. Stability is enhanced by the harmoniously
integrated rear spoiler. This extends automatically when the
vehicle reaches 130 km/h – or at the touch of a button whenever
you want. For improved downforce and sporty aesthetics.

Sportiness that can be seen and felt.

The new Audi A7 Sportback boasts outstanding dynamism and superb efficiency.

Its intelligent lightweight design helps reduce fuel consumption and cut emissions. Supported when stationary by the start-stop system which switches off the engine automatically. As soon as the stopping process is initiated. The efficiency program also offers tips on how to drive more economically. These appear conveniently in the driver information system.

Audi drive select offers even greater efficiency. Choose your own preferred setup by selecting one of five modes – from comfortable to sporty. Or make particularly energy-saving headway with the efficiency mode. In conjunction with S tronic, there is even a freewheel mode, which switches early on to idle once the accelerator pedal is released.

An impressive combination of athletic ability and energy efficiency that has been consistently followed through.

And accomplished with a clear line in a unique car.

The new Audi A7 Sportback.



Vorsprung ... durch Technik.

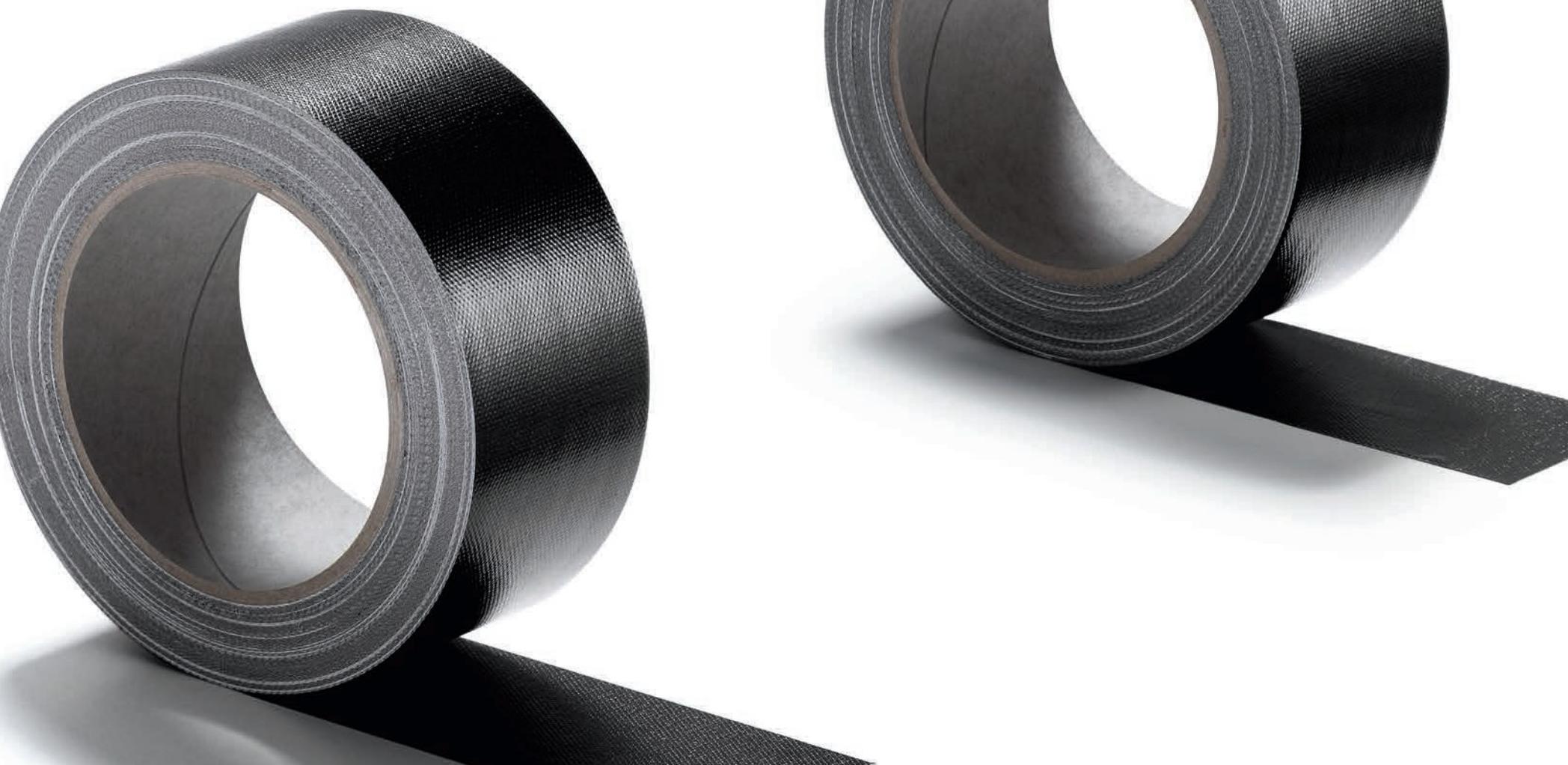


... durch Technik.

The world is constantly changing. Technology is advancing at an ever faster pace. And in the process, more and more opportunities are opening up to you – nowhere more so than in the field of mobility. We are playing an instrumental role in shaping this progress with Vorsprung durch Technik. Striving to provide you with technology that enriches your life. Making sure that we don't just satisfy your expectations of mobility both today and in the future, but continue to surpass them.



stick to
the road
with quattro



Have the road completely under control, thanks to permanent distribution of the drive force to all four wheels. Variably controlled by the centre differential. Always depending on the situation. Experience handling stability, dynamism and agility as never before and combat the effects of over and understeer. For increased traction and superior propulsive power. Tame any road. And always keep your eyes set on where you're heading. In bends. On straights. Over any surface. For a fascinating experience that sticks. To the road – and in your mind.



Audi Matrix LED headlights*
See well.

Darkness is relative. The optional Audi Matrix LED headlights turn night into day. The all-new headlight technology produces a light colour similar to that of daylight. Bends are anticipated to illuminate them more clearly. Other road users are detected and the light distribution of your new Audi A7 Sportback adapts according to the situation. This is all made possible by an array of sensors and a camera. As well as dimmable LEDs in an innovative arrangement – which, incidentally, are quite a sight in their own right.

*Optional add-on: Options are subject to availability and may extend time taken for delivery.



Audi Matrix LED headlights won't thrill you only at night. The new lighting technology is quite a spectacle during the day, too, sometimes appearing as light points, sometimes as a dynamic light strip. Individually controllable LEDs. Perfectly adapted to the situation in hand. Showing the way ahead. An impressive sight, time and time again.

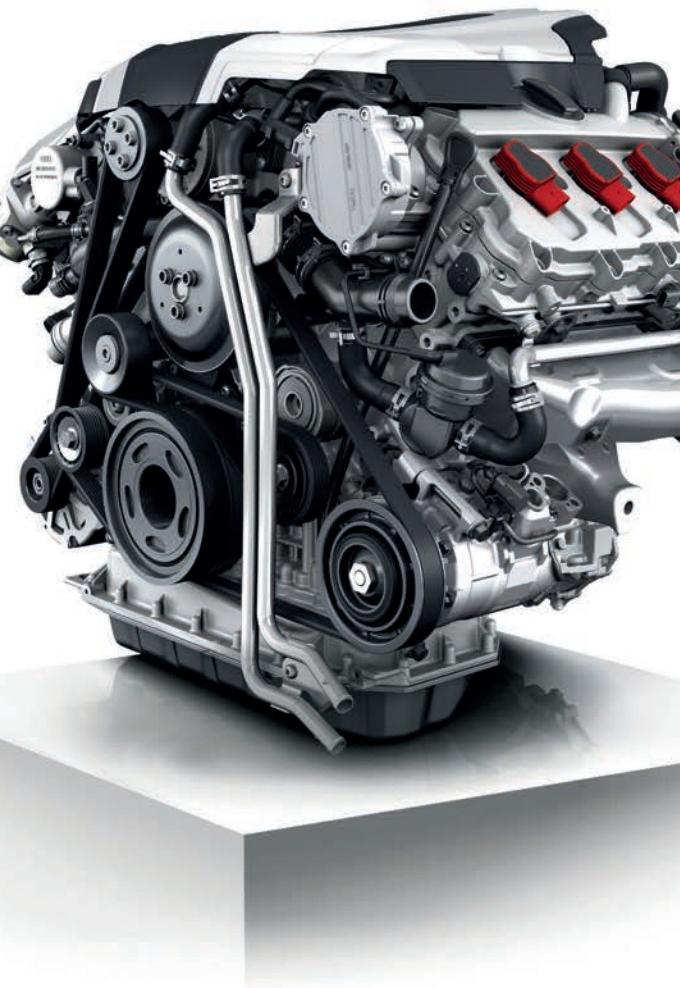
Look good.

Intelligent performance

Maximum power. Put to maximum use.



Every movement originates from something. Something that sets it off, an idea. The engine in your Audi can also be traced back to an initial spark of inspiration: higher power with lower fuel consumption. These conflicting aims are united in one revolutionary drive technology; TFSI.



TFSI

Audi TFSI engines attain a particularly high compression rate. The result: outstanding efficiency combined with optimum performance. Substituting supercharging for cubic capacity has the effect of considerably reducing engine size and weight – while performance remains as impressively dynamic as ever. For power delivery that will win you over from the word go.

**>>> Adaptive air suspension**

The electronically controlled air suspension acts individually at each of the 4 wheels and makes sure that the handling characteristics are barely affected, even when carrying heavy loads.

>>> Audi drive select

Audi drive select lets you adapt the driving characteristics of the A7 Sportback to suit your requirements. At the push of a button. Sportier, more comfortable, more balanced, more economical or even individually tailored as you please. It's entirely up to you.

>>> S tronic

The sporty, efficient dual-clutch transmission allows you to switch gears with lightning speed without a noticeable break in propulsive power.

>>> quattro

The permanent all-wheel drive system distributes the drive forces to each individual wheel according to the driving situation for extra traction and dynamic performance.

Dynamics

Dynamics

that will take hold of you.

Get in. Buckle up. Start the engine. Wherever you're heading, enthralling driving dynamics will power you there. For as you know, the world is your oyster once you get behind the wheel of your new Audi A7 Sportback. You decide the direction. The driving style. The pace. And you enjoy the satisfaction of knowing you have plenty in reserve. More than enough to get the very best from every drive.

**>>> Navigation**

With MMI navigation plus with MMI touch you can let yourself be guided to your destinations with even greater ease via the 3D map view and 3-dimensional display of places of interest and landmark buildings.

>>> Phone

Make phone calls safely and easily using the hands-free facility: simply select the number to dial from your contacts in the MMI or enter the number intuitively via the MMI touch.

>>> Car

Control and alter vehicle settings as well as climate control and service functions quickly and easily from MMI radio upwards.

Simplicity

The MMI – intelligent, individual, intuitive.

Streamlined. Simple. Logical. The world of mobile infotainment completely redefined: the Multi Media Interface (MMI) with your new Audi A7 Sportback, everything will be child's play for you.

>>> MMI touch

MMI touch makes operating the individual components of the Multi Media Interface even easier. The touchpad can even be operated using just one finger.

>>> Media

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The right driving force for every personality.

No matter which Audi engine you choose, they all have high compression ratios, highly efficient combustion and outstanding efficiency. In short, they deliver more power whilst using less fuel and producing fewer emissions.



3.0 TFSI

TFSI

The Audi TFSI engines offer outstanding efficiency and improved performance whilst at the same time retaining their dynamism. The 3.0 TFSI quattro with 333 hp in the Audi A7 Sportback, for example – from 0 to 100 km/h in 5.3 seconds.

- Audi A7 Sportback 3.0 TFSI quattro (333 hp and 440 Nm)

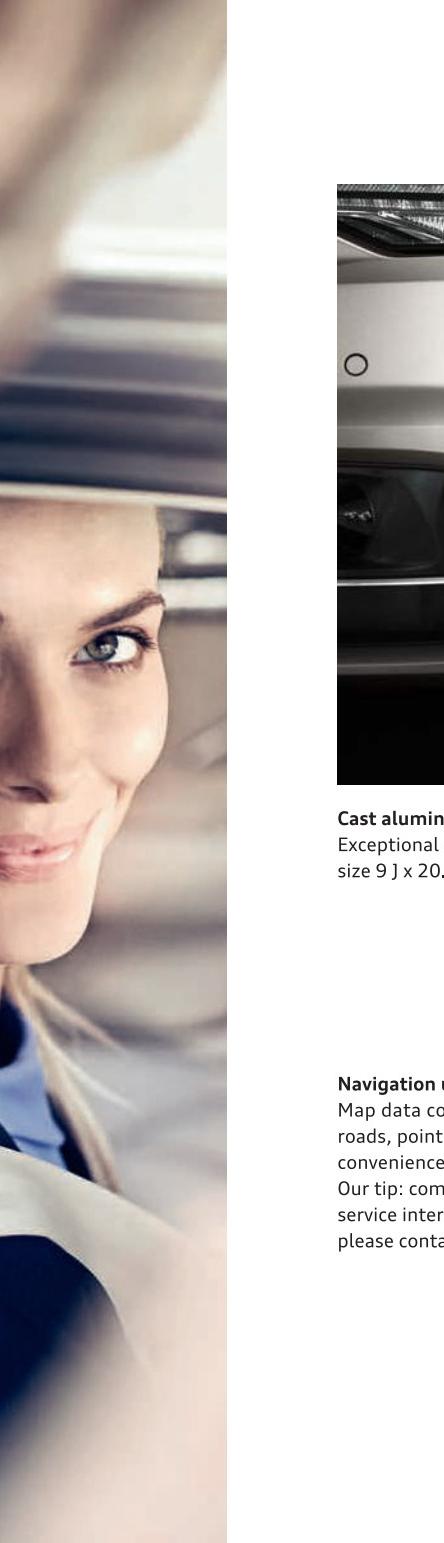
Audi Genuine Accessories. As individual as the life you lead.

The Audi A7 Sportback: dynamic forms combined with sporty elegance. This is how you get from A to B in an expressive way every time. And then, inspired, just keep driving. Not least because your Audi A7 Sportback is prepared for a multitude of individual requirements from A to Z. Thanks to Audi Genuine Accessories: products that will inspire you to new destinations again and again. And keep all our quality promises day in, day out. Benefit from customised solutions with convincing design and functionality. Because creativity in development and high production standards alongside numerous testing procedures are just as decisive for Audi Genuine Accessories as for the Audi vehicles themselves. Discover which tailor-made ideas Audi Genuine Accessories have ready for your lifestyle. A few highlights are illustrated here – please contact your Audi partner for more information on the complete range.



Luggage box (405 l)

New Audi design with improved aerodynamics thanks to a flat, sporty look. Platinum grey roof box with brilliant black side blade and chrome-plated Audi rings; high quality look with no visible rivets. Lockable and can be opened from both sides for easy loading and unloading with interior handle for closing the box. Simple quick release fastening system including torque limiting. Advanced position allows better access to the luggage compartment. Maximum permissible load 75 kg.



Cast aluminium wheels in 5-arm parabola design, gloss turned finish, anthracite

Exceptional design, perfectly matched to your Audi A7. With arms in a gloss turned finish, size 9 J x 20. For tyre size 265/30 R 20.



Audi Entertainment mobile

The second generation Rear Seat Entertainment comprises a 9-inch screen with integrated DVD player for installation on the front-seat backrests. Excellent image quality thanks to digital high resolution screen, high functionality and numerous connection options, e. g. the separately available Bluetooth headset. With the new holder for mobile devices, it is easy to attach and can also be used outside the vehicle.

Navigation update (not shown)

Map data containing upgraded contents, e.g. new roads, points of interest and restaurants. For added convenience and a more relaxed driving experience. Our tip: combine the update with your vehicle's next service interval. For more detailed information, please contact your Audi partner.

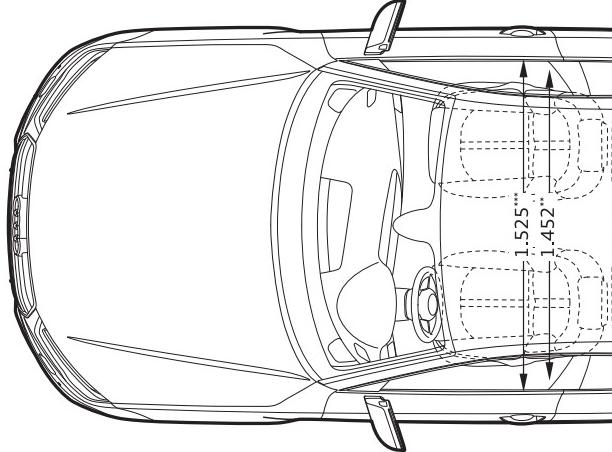
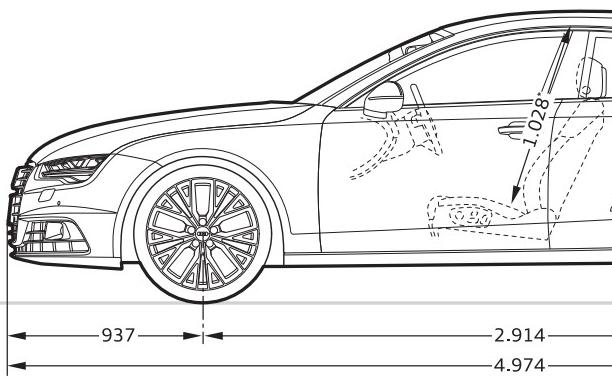
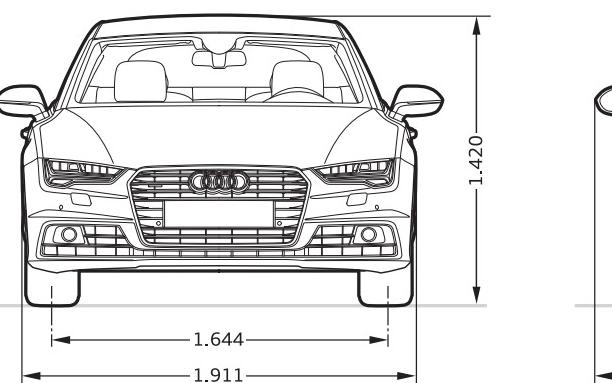
Footrest and pedal caps in stainless steel (not shown)

Dazzling and practical at the same time: the footrest and pedal covers are made of brushed stainless steel. The rubber coating on the surface ensures a better grip. Available for automatic and manual transmissions.

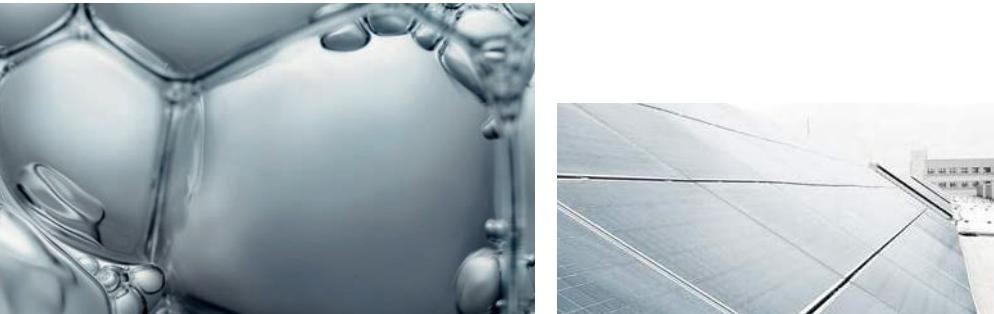
*For information on when this feature will be available, please contact your Audi partner.

Audi A7 Sportback
Engine
Displacement (cc)
Max output (hp/rpm)
Max torque (Nm/rpm)
Transmission
Wheels & Tyres
Acceleration (0–100 km/h)
Top speed (km/h)
Fuel consumption (combined)
CO₂ emissions (combined)
Measurements (all in mm)
Length
Width
Height
Wheelbase
Track (front/rear)
Unladen weight (kg)
Luggage compartment volume/ with rear seat bench folded (litres)
Fuel Tank (litres)
Seating capacity

3.0 TFSI quattro
V6 petrol engine with direct fuel injection and mechanical charging module
2,995
333/5,500 – 6,500
440/2,900 – 5,300
7-speed S tronic
Audi Sport cast aluminium alloy wheels, 5-spoke blade design, size 9J x 20 with 265/35 R20 tyres
5.3 seconds
250 (limited)
7.8 litre/100km
182g/km
Measurements (all in mm)
Length
Width
Height
Wheelbase
Track (front/rear)
Unladen weight (kg)
Luggage compartment volume/ with rear seat bench folded (litres)
Fuel Tank (litres)
Seating capacity



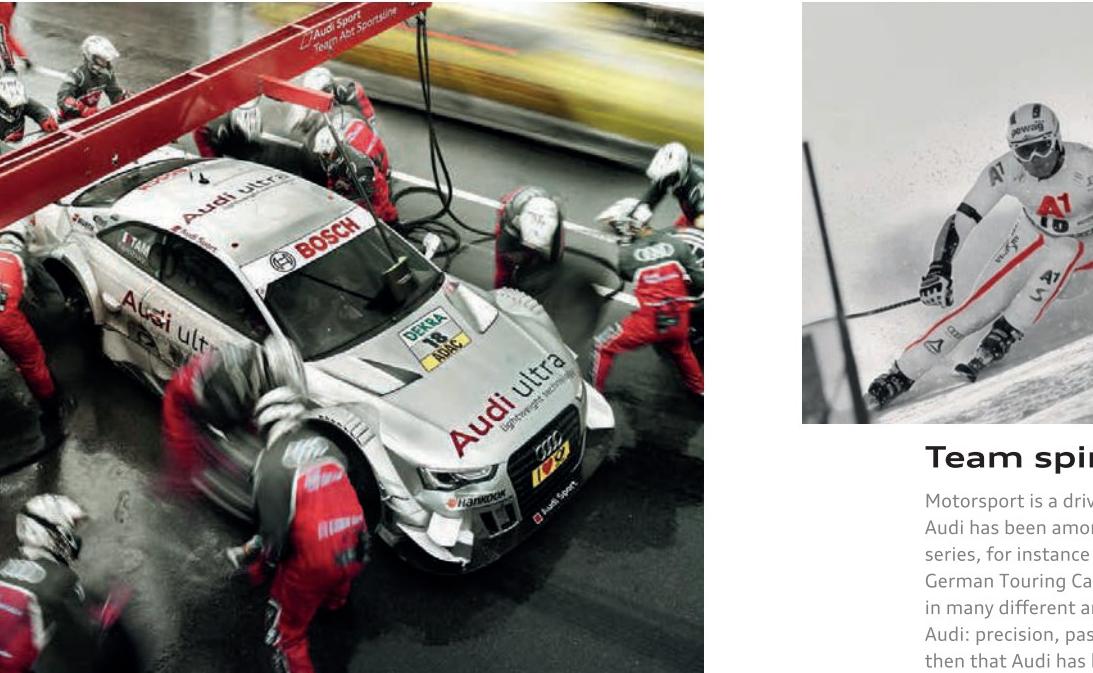
Dimensions in millimetres.
Dimensions are for vehicle at unladen weight.
Luggage capacity 535/1,390 l (second value is with the rear seat backrest folded down and the vehicle loaded up to roof height). Turning circle approx. 11.9 m.



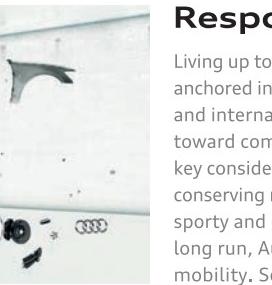
The Audi experience

The fascination of Audi can be experienced in many different ways. Audi City Berlin, Audi City London and Audi City Beijing, for example, give you digital access to all models at their actual size and in real time. And of course it is always worth visiting one of the major motor shows. This is where Audi always presents its new models and invites you to take a look at how the future is being shaped with "Vorsprung durch Technik". Anyone interested in seeing how Audi is already putting this into practice will find fascinating insight in the "Vorsprung durch Technik" online special at www.audi.com.my. But a look back can also be rewarding: at the Audi museum mobile in Ingolstadt, history and high-tech go hand in hand. A total of 130 historic exhibits and state-of-the-art forms

of presentation make for a thrilling symbiosis. Plus, Audi driving experience allows you to live the excitement and countless possibilities of current Audi models. Here, pure driving enjoyment is combined with valuable learning effects. This is ensured by a team of specially trained and highly qualified instructors who provide practical tips to help you optimise your driving skills. All this can now also be enjoyed at the recently opened Audi driving experience center in Neuburg, near Ingolstadt. Facilities here include a circuit of up to 3.4 kilometres that features challenging combinations of bends, a 30,000 m² dynamic driving area and an offroad section where Q models can be put through their paces.



Discover the world of Audi.



Responsibility

Living up to our responsibilities is a principle that is firmly anchored in Audi strategy. Alongside commercial success and international competitiveness, our responsibility toward company employees and society as a whole is a key consideration, as is protecting the environment and conserving resources. Audi develops cars that are not only sporty and emotive but also ever more efficient. In the long run, Audi wants its products to allow CO₂-neutral mobility. Seeing to it that production in Audi plants

gradually becomes CO₂-neutral is another aspect of our comprehensive approach. Audi is also committed to society – particularly in the fields of education, technology and social projects. At Audi, sustainability is closely linked with how we see the future: the Audi Urban Future Initiative sees Audi working with international experts to get to the root of future urban challenges and trends in mobility.



Team spirit

Motorsport is a driving force behind the brand. For years

Audi has been among the champions in various racing series, for instance the 24 Hours of Le Mans or the DTM German Touring Car Masters. The values that are crucial in many different areas of sport are also central ones for Audi: precision, passion and technology. No coincidence then that Audi has been sponsoring sporting events for

many years. In the world of winter sports, for example, Audi has been the main sponsor of the German Ski Association (DSV) for almost three decades and has also partnered 16 other national alpine teams. In football, we support national and international teams. And Audi is also a partner for the German Olympic Sports Confederation.

www.audi.com.my

Information on all the topics mentioned above can be found on our website: www.audi.com.my.



Audi Malaysia
Volkswagen Group Malaysia
No. 7, Lorong Maarof, Bangsar
59100 Kuala Lumpur
www.audi.com.my
AUDIPCA70716

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